Amendments to the Claims

1.   (currently amended) A method, comprising:

receiving a request from a client to view a web page that includes one or more selectable links;

inspecting each of the one or more selectable links to determine if the <u>one or more selectable</u> links contain a <u>respective</u> link identifier<u>, the respective link identifier configured to designate a corresponding selectable link to be tracked via a tracking system</u>;

replacing each <u>of the one or more selectable</u> link<u>s</u> identified as containing ~~a~~ <u>the respective</u> link identifier with a modified link that contains a tracking identifier for use in <u>the</u> ~~a~~ tracking system <u>to track the corresponding selectable link</u>;

injecting client-side tracking code into the web page, the client-side tracking code being configured to run tracking procedures on the client when ~~a~~ <u>one of said modified</u> link<u>s</u> is selected;

loading the web page so that the web page is viewable at the client;

monitoring for a selection of one of ~~the one or more selectable~~ <u>said modified</u> links; and

when ~~a selectable~~ <u>one of said modified</u> link<u>s</u> is selected, communicating with the client to initiate the client-side tracking code to execute a tracking function that records information related to the <u>corresponding</u> selectable link in a log file.

2.   (currently amended) The method as recited in claim 1, wherein the link identifier further comprises an area identifier that identifies an area on the web page in which the corresponding selectable link is located.

3.   (currently amended) The method as recited in claim 1, wherein the link identifier further comprises a link type identifier that identifies a type of link of the corresponding selectable link.

4.   (currently amended) The method as recited in claim 1, wherein the tracking identifier further comprises a container identifier that identifies a container in which the corresponding selectable link is located.

5.   (currently amended) The method as recited in claim 4, wherein the tracking identifier further comprises a link index that is an index of the corresponding selectable link inside the container that is identified by the container identifier.

6.   (original) The method as recited in claim 1, further comprising the step of confirming that the web page loaded properly and is viewable at the client before proceeding with the tracking function.

7.   (currently amended) The method as recited in claim 1, wherein the information related to the corresponding selectable link further comprises a the

web page on which the <u>corresponding</u> selectable link is located and an area of the web page in which the <u>corresponding</u> selectable link is located.

8.   (currently amended)   The method as recited in claim 1, further comprising terminating the processing of further steps ~~if~~ <u>for each of</u> the <u>one or more</u> selectable link<u>s</u> <u>that</u> does not include ~~a~~ <u>the respective</u> link identifier.

9.   (currently amended) A system, comprising:

<u>a processor;</u>

<u>a memory coupled to the processor;</u>

web content in the form of one or multiple web pages <u>stored in the memory,</u> ~~at least~~ one <u>said</u> web page containing ~~at least one~~ <u>a</u> selectable link that includes a link identifier;

a tracking module <u>stored in the memory and executable via the processor, the tracking module, when executed,</u> configured to:

replace the selectable link with a modified link that includes a tracking identifier in place of the link identifier of the selectable link;

inject client-side tracking code into the web page that contains the <u>modified</u> ~~selectable~~ link; and

call the client-side tracking code to execute and initiate a tracking event with a tracking system when the <u>modified</u> ~~selectable~~ link is selected.

10.   (original)   The system as recited in claim 9, wherein the link identifier further comprises an area identifier that identifies an area of the web page on which the selectable link is located.

11.   (original)   The system as recited in claim 9, wherein the link identifier further comprises a link type identifier that identifies a type of link of the selectable link.

12.   (original)   The system as recited in claim 9, wherein the tracking module does not execute if the selectable link does not contain a link identifier.

13.   (original) The system as recited in claim 9, wherein the tracking identifier further comprises a container identifier that identifies a container in which the selectable link is located.

14.   (currently amended)   The system as recited in claim 9, wherein the tracking identifier further comprises the link identifier included in the ~~original~~ selectable link.

15.   (currently amended)   The system as recited in claim 9, wherein the tracking identifier further comprises a modified link identifier that is different from the link identifier that is included in the ~~original~~ selectable link.

16.   (original) The system as recited in claim 9, wherein the client-side tracking code is further configured to test a connection with the tracking system and skip the tracking event if the tracking system does not respond to the client within a specified timeout period.

17.   (original) The system as recited in claim 16, wherein the specified timeout period further comprises one and one-half seconds.

18.   (currently amended) One or more computer-readable storage media containing computer-executable instructions that, when executed on a computer, perform the following steps:

replacing selectable tracking links in a requested web page with modified selectable links that each include a tracking identifier for use with a tracking system to track a corresponding selectable tracking link;

injecting client-side code into the requested web page, the client-side code being configured to run to initiate a tracking event when a one of said modified selectable links is selected;

initiating execution of the client-side code upon determining that a one of said modified selectable links has been selected at the client; and

providing tracking information to a tracking system configured to log information related to the one said modified selectable link and the selection thereof.

19. (currently amended)   The one or more computer-readable <u>storage</u> media as recited in claim 18, wherein the selectable tracking links are identified by inclusion of a link identifier in each selectable tracking link.

20. (currently amended)   The one or more computer-readable <u>storage</u> media as recited in claim 19, wherein the link identifier further comprises an area identifier that identifies an area of the web page in which a selectable tracking link that contains the link identifier is located.

21. (currently amended)   The one or more computer-readable <u>storage</u> media as recited in claim 19, wherein the link identifier further comprises a link type identifier that identifies a type of link of a selectable tracking link that contains the link identifier.

22. (currently amended)   The one or more computer-readable <u>storage</u> media as recited in claim 18 wherein the tracking identifier further comprises a container identifier that identifies a container that includes the <u>corresponding</u> selectable tracking link ~~that contains the link identifier~~.

23. (currently amended)   The one or more computer-readable <u>storage</u> media as recited in claim 22 wherein the tracking identifier further comprises an index that identifies a location of <u>the corresponding</u> selectable tracking link inside the container that is identified by the container identifier.

24.   (currently amended)   The one or more computer-readable <u>storage</u> media as recited in claim 18, wherein the tracking information further comprises information identifying the web page.

25.   (currently amended)   The one or more computer-readable <u>storage</u> media as recited in claim 18, wherein the tracking information further comprises information identifying a location of the <u>corresponding</u> selectable tracking link on the web page.

26.   (currently amended)   The one or more computer-readable <u>storage</u> media as recited in claim 18, wherein the tracking information further comprises page view information.